

IN THE CLAIMS:

Please cancel claim ____ without prejudice or disclaimer. Please amend claims ____ to read as follows. All of the pending claims, whether or not amended, are reproduced below.

1. (currently amended) A method for motivating a consumer to promptly indicate an interest in purchasing a product and/or service over a computer network, comprising the steps of:

presenting over the computer network to said consumer an offer for sale of a product and/or service ~~to said consumer~~ that may be purchased immediately by said consumer via the computer network;

concurrently presenting over the computer network to said consumer an incentive for purchasing said product and/or service promptly, wherein said incentive is initially set to a first non-zero value and decreases over a period of time to at least one other non-zero value lower than the first non-zero value.

2. (original) The method according to claim 1, wherein said incentive is initially set to a predetermined maximum value.

3. (original) The method according to claim 1, wherein said incentive is presented via a Web page.

4. (original) The method according to claim 1, wherein said incentive is presented via a window.

5. (previously presented) The method according to claim 1, wherein said incentive is presented via a Web banner on a Web page.

6. (previously presented) The method according to claim 3, wherein said product and/or service offered for sale changes each time said consumer is presented with a new offer.

7. (previously presented) The method according to claim 6, wherein said new offer is presented to said consumer when said consumer revisits or refreshes said Web page.

8. (original) The method according to claim 1, wherein the value of said incentive decreases incrementally over a predetermined period of time.

9. (original) The method according to claim 1, wherein said incentive comprises at least one of a discount off a purchase price, a purchase price, an increase in quantity of said product and/or service, and a higher quality product and/or service.

10. (previously presented) The method according to claim 2, wherein said incentive comprises a product and/or service having a variable value, and wherein said maximum value comprises a product and/or service having a high value decreasing to a product and/or service having a lower value.

11. (previously presented) The method according to claim 1, further comprising the steps of:

indicating over the computer network an interest to purchase said product and/or service by said consumer at a point in time during said period of time; and

providing over the computer network to said consumer the current value of said incentive corresponding to the point in time at which said consumer indicated said interest.

12. (original) The method according to claim 1, wherein a consumer who frequently uses said incentive for purchasing products and/or services is accorded a more favorable incentive than an consumer who infrequently uses said incentive to purchases goods and/or services.

13. (original) The method according to claim 12, wherein said frequent consumer is accorded a higher maximum incentive.

14. (original) The method according to claim 12, wherein said frequent consumer is accorded a higher minimum incentive.

15. (original) The method according to claim 12, wherein said frequent consumer is accorded a longer time period for decreasing of said incentive from said maximum value down to said minimum value.

16. (original) The method according to claim 1, wherein said offer is presented for a specific number of times during a predetermined time period.

17. (original) The method according claim 16, wherein the presentation of said offer to a frequent consumer who frequently uses said method occurs more often.

18. (original) The method according to claim 1, wherein said incentive corresponds to a profile of said consumer.

19. (original) The method according to claim 18, wherein said profile comprises information relating to said consumer.

20. (original) The method according to claim 19, wherein said information relates to said consumer's location.

21. (original) The method according to claim 19, wherein said information relates to said consumer's preference.

22. (original) The method according to claim 19, wherein said information relates to said consumers's historical behavior.

23. (original) The method according to claim 1, wherein said incentive gradually decreases from said maximum value to a minimum value at a random rate during said predetermined period of time.

24. (original) The method according to claim 1, wherein said incentive gradually decreases from said maximum value to a minimum value during said predetermined period of time, and wherein a first value of said incentive at a first point in

said period of time may be less than or greater than a second value of said incentive at a second point in said period of time, said second point coming immediately prior to or immediately after said first point in time.

25. (original) The method according to claim 1, wherein the value of said incentive decreases incrementally over a predetermined period of time.

26. (original) The method according to claim 1, wherein said incentive comprises a discount.

27. (original) The method according to claim 1, wherein said incentive comprises a purchase price.

28. (cancelled)

29. (original) The method according to claim 1, wherein said incentive comprises a quantity of a product.

30. (currently amended) Code executable on a computer, said code comprising:

code for presenting to a consumer an offer for sale of a product and/or service ~~to a consumer~~ that may be purchased immediately by said consumer via a computer network;

code for concurrently presenting to said consumer an incentive for purchasing said product and/or service promptly, wherein said incentive is initially set to a

first non-zero value and decreases over a period of time to at least one other non-zero value lower than the first non-zero value.

31. (currently amended) The code executable on a computer according to claim 30, wherein said computer comprises a network server operable on ~~[[a]]~~ the computer network.

32. (original) The code executable on a computer according to claim 30, said code further comprising:
code for initially setting said incentive to a predetermined maximum value.

33. (currently amended) Code executable on a computer, said code comprising:
code for presenting to a consumer an offer for sale of a product and/or service ~~to a consumer that may be purchased immediately by said consumer via a computer~~ network;

code for concurrently presenting an incentive for purchasing said product and/or service to said consumer promptly, wherein said incentive is initially set to a first non-zero value and decreases over a period of time to at least one other non-zero value lower than the first non-zero value;

code for receiving an indication to purchase said product and/or service by said consumer at a point in time during said period of time; and

code for providing said consumer the current value of said incentive corresponding to the point in time at which said consumer indicated said interest.

34. (currently amended) The code executable on a computer according to claim 33, wherein said computer comprises a network server operable on [[a]] the computer network.

35. (original) The code executable on a computer according to claim 33, said code further comprising:
code for initially setting said incentive to a predetermined maximum value.

36. (currently amended) A method for motivating a consumer to promptly indicate an interest in purchasing a product and/or service over a computer network comprising the steps of:
presenting to said consumer over said computer network an offer for sale of a product and/or service ~~to said consumer over said computer network~~ that may be purchased immediately by said consumer via said computer network;

concurrently presenting an incentive for purchasing said product and/or service to said consumer promptly over said computer network, wherein said incentive is initially set to a predetermined non-zero maximum value and decreases over a period of time to at least one other non-zero value lower than the maximum value;

indicating an interest to purchase said product and/or service by said consumer at a point in time during said period of time; and

providing said consumer the current value of said incentive corresponding to the point in time at which said consumer indicated said interest.

37. (currently amended) An apparatus for motivating a consumer to promptly indicate an interest in purchasing a product and/or service over a computer network, said apparatus comprising:

means for presenting from a server computer over said computer network to a consumer's computer an offer for sale of a product and/or service ~~from a server computer over said computer network to a customer's computer~~ that may be purchased immediately by said consumer via said computer network;

means for concurrently presenting an incentive for purchasing said product and/or service promptly, wherein said incentive is initially set to a predetermined non-zero maximum value and decreases over a period of time to at least one other non-zero value lower than the maximum value;

means for indicating an interest to purchase said product and/or service by said consumer at a point in time during said period of time; and

means for providing said consumer the current value of said incentive corresponding to the point in time at which said consumer indicated said interest.

38. (currently amended) A system for motivating a consumer to promptly indicate an interest in purchasing a product and/or service over a computer network, said consumer operating a customer terminal operable to act as a client on a network, said system comprising:

a host controller, the host controller comprising a computer operable to act as a server on said computer network and to communicate with said customer terminal over said computer network; and

data storage accessible to said host controller, said data storage storing information relating to said products and/or services for offering for purchase to said consumer,

the host controller being operable:

for presenting from said server over said computer network to said customer terminal an offer for sale of a product and/or service ~~from said server over said computer~~

~~network to said customer terminal~~ that may be purchased immediately by said consumer using via said computer network;

for concurrently presenting an incentive for purchasing said product and/or service promptly from said server over said computer network to said customer terminal, wherein said incentive is initially set to a predetermined non-zero maximum value and decreases over a period of time to at least one other non-zero value lower than the maximum value;

for receiving an indication of interest to purchase said product and/or service by said consumer from said customer terminal at a point in time during said period of time; and

for providing said consumer the current value of said incentive corresponding to the point in time at which said consumer indicated said interest.

39. (currently amended) A method for motivating a consumer to promptly indicate an interest in purchasing a product and/or service via an electronic media, comprising the steps of:

presenting via the electronic media to a consumer an offer for sale of a product and/or service ~~to a consumer~~ that may be purchased immediately by said consumer via the electronic media;

concurrently presenting via the electronic media an incentive for purchasing said product and/or service to said consumer promptly via said media, wherein said incentive is initially set to a predetermined non-zero maximum value and decreases over a period of time to at least one other non-zero value lower than the maximum value;

indicating via said electronic media an interest to purchase said product and/or service by said consumer at a point in time during said period of time; and

providing said consumer via said electronic media the current value of said incentive corresponding to the point in time at which said consumer indicated said interest.

40. (original) The method according to claim 39, wherein said media comprises television, radio, visual display, motion picture, telephone, periodical, and/or computer network.